

**REMARKS**

Claims 8-14 remain pending. Applicants respectfully request reconsideration and allowance of the present application in view of the following remarks.

Claims 8-14 are rejected under 35 U.S.C. § 102 (a) as being anticipated by Bezos et al. (U.S. Patent 6,029,141).

Claims 8-14 are now pending, of which claim 8 is independent. Claim 8 recites, among other features, an order being designated and entered via a graphical user interface attached to a client machine of a user, and a message is also entered by the same graphical user interface. The message is from the user, it recommends the product purchased by the user in the order, and it is transmitted by a server to at least one contact designated by the user.

Bezos is directed to a software system that allows an Internet merchant to market and sell goods with the assistance of associates who help market their products. A person becomes an associate by completing an online registration process (Col. 6, line 21). The Benzos patent, whether considered alone or in any proper combination with any other reference of record, provides no teaching or suggestion of an associate making an order, purchasing a product, and sending a message to a contact recommending the purchased product.

This reference does not teach the features of the independent claim. Accordingly, Applicants submit that each of claims 8-14 is patentable under §§102 and 103.

In view of the foregoing, allowance of the present application is submitted to be appropriate, and a Notice to that effect is solicited.

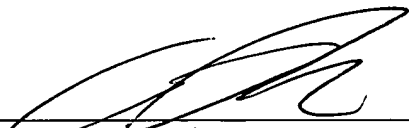
Serial No.: 09/519,197

Should the Examiner have any questions concerning this application, the Examiner is invited to contact the undersigned at the below-listed telephone number.

Respectfully submitted,

Date: January 20, 2004

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